

MEDIA RELEASE



BROADBAND FINDS ITS VOICE

'IRISH BROADBAND TALK' VOIP SERVICE LAUNCHES AT €9.99 p/mth

Wednesday October 25th 2006, Irish Broadband, Ireland's leading wireless broadband provider today announced the launch of its VoIP service '***Irish Broadband Talk***' enabling customers to make phone calls using their broadband connection resulting in significant savings on telephone bills. The standard '*Irish Broadband Talk*' VoIP package will cost just €9.99 per month providing 500 minutes of calls to landlines in Ireland & the UK, equivalent to an average cost of less than 2c per minute. *Irish Broadband Talk* is available to existing and new Irish Broadband Breeze customers from Tuesday, October 31st 2006. Non Breeze customers will be able to avail of the service by the end of November 2006.

Orla Carroll, Head of Marketing, Irish Broadband commented, "We are very excited about the launch of our VoIP product; *Irish Broadband Talk*. This will enable customers to make telephone conversations through their Broadband Internet connection at a very low cost. Broadband finding its voice really is another phase in bringing the benefits of broadband to our customers."

She continued: "Customers of *Irish Broadband Talk* can now enjoy not only great savings on national and international calls but also enjoy the additional benefit of avoiding having to pay high line rental costs. With our wireless broadband you don't need a phone line to get broadband and now to make calls too! We've developed different packages to suit the customers calling patterns. In addition calls between other *Irish Broadband Talk* customers will be free! "

It's not just on line rental that savings can be made customers can make huge savings on call costs too. For example calls to Australia or Poland with eircom cost 85.77c & 38.72c* respectively but with *Irish Broadband Talk* it will cost just 4c per minute at any time of the day or night.

Irish Broadband Talk is a fully featured phone service including: A geographic phone number and 076 number if required, voicemail, caller ID, call waiting, call transfer, call divert, 3-way calling and online account management.

Customers can access their account through our easy to use customer portal and see their full call history, top up their account and set up their call divert if they wish.

In order to avail of **Irish Broadband Talk**, customers will need to have a touchtone telephone handset and are required to purchase a terminal adapter (ATA) which connects to their Breeze connection.

Billing is as follows:

- Monthly billing with Irish Broadband bill as per your selected Call Package
- Online Pay As You Go for calls outside of call package
- Once off payment for terminal adapter (ATA) of €99

The Call Packages:

Residential

Package Name	No of free Minutes	Price	Description
Talk(Home)	500	€9.99 (incl VAT)	500 minutes of calls to landlines in Ireland & the UK
Talk(World)	500	€14.99 (incl VAT)	500 minutes of calls to landlines in Ireland, the UK and 28 other international destinations**

**China, Poland, Estonia, Czech Republic, Sweden, Netherlands, Italy, Norway, Denmark, USA, Germany, Spain, France, Australia, Canada, Singapore, Cyprus, Switzerland, Finland, Malaysia, Argentina, New Zealand, Austria, Chile, Taiwan, Portugal, Luxembourg, Greece

Business

Package Name	No of free Minutes	Price	Description
Talk(Business)	2000	€34.99 (excl VAT)	2000 minutes of calls to landlines in Ireland, the UK and 10 other international destinations***

*** USA, Germany, France, Australia, Italy, Sweden, Netherlands, Norway, Denmark, Spain,

Irish Broadband is available across Ireland, including Dublin City & County, Cork City, Limerick, Galway, Waterford, Dundalk, Drogheda, Bray, Tralee, Ennis, Kilkenny, Navan, Carlow, Wexford, Athlone, Newbridge, Letterkenny, Celbridge, Leixlip, Greystones, Portlaoise, Killarney, Arklow, Wicklow, Maynooth, Rural North/South Kildare, Rural North Louth, Killaloe/Ballina, North Donegal, Oranmore/Carnmore and Claregalway.

In contrast to conventional broadband service providers, Irish Broadband uses proprietary Internet technology to deliver broadband services over the air. Because the company builds and maintains its own wireless broadband network, customers can avail of broadband services without the need and expense of a having a phone line.

*Prices quoted are eircom standard pricing for daytime calls as stated on their website 25/10/2006

(Ends)

Issued on behalf of Irish Broadband by Heneghan PR

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For more information, visit www.irishbroadband.ie

Retail Partners:

All products can be ordered directly from Irish Broadband (1890 56 44 56) or via our website (www.irishbroadband.ie). Our Ripwave service is also available through a large number of retail outlets;

- Carphone Warehouse
- DID
- Easons
- Sony Centre
- Back to the Future
- Beyond 2000
- Cartridge World
- Compuworld
- Harvey Normans
- Peats Electronics
- Power City
- The Office Centre
- Bizmart
- Pixels
- The Laptop Shop